

Downtown Business District
Meeting Minutes
Wednesday, June 24, 2015
330 Main Street, Middletown, CT

Attendees

Diane Gervais (Chair)	Lieutenant Michael DeSena (Police Department)
Jennifer Alexander (Commissioner)	Geen Thazhampallath (Parking)
Mike DiPiro (Commissioner)	William Russo (Public Works)
Marc Levin (Commissioner)	Pamela Steele (Business Owner)
Gary Nagler (Commissioner)	Cathy Duncan (Chamber of Commerce)
Mary Ann Perrotti (Commissioner)	Linda Bower (Business Owner)
	Lisa Melaven (DBD Office)

Minutes

- Motion made by Mike DiPiro to approve
 - 2nd by Marc Levin
 - One correction made; Adding Gary Nagler in attendance to the May 27, 2015 meeting.
- Minutes accepted

Treasurer's Report – Mike DiPiro

Mike reports we are under budget at this time. As of May 31, 2015 we have a cash balance of approximately \$152,000 in our account. We will be receiving our final installment for the 2015 fiscal year, from the City of Middletown by mid July. We have a surplus of \$76,000.00 before we start paying towards our marketing campaign.

- Financials approved and accepted.

Maintenance Report – Tom Ford

None

Beautification – Diane Gervais

See Chair Update

Police Report – Lieutenant Mike DeSena

Lieutenant DeSena reports things have been busier with the warmer weather and kids being out of school. There has been more consistent coverage and visibility with the beat officers on Main Street. The police department is making extra bicycle signs to hang along Main Street.

Public Works – William Russo

Bill Russo reports last night storm is keeping the Public Works Department and Eversource Electric Company busy, with trees down and power outages.

The tree pruning is under way along Main Street to promote visibility and more natural light.

LED lighting has been installed at the intersection of Main St. and Court St. and will continue up and down Main Street as funds become available. Upgrading of lighting has been done down at Columbus Park. The Public Works Department and the City of Middletown are looking to change and upgrade Spear Park. July 3rd will be the fireworks down at the river, with a rain date of Monday, July 6th.

North End Report - Anne Marie Cannata/Buttonwood Tree

None

Planning – Tom Marano

None

Side note: Diane Gervais mentioned Tom Marano will be hosting two meeting to cross promote business downtown at the Chamber of Commerce from 8:00 – 9:30.

- Monday, June 29th – Restaurant Owners
- Tuesday, June 30th – Retail Owners

Parking Report - Geen Thazhampallath

With the ordinance change all the parking lots will be going from \$.75 to \$1.00 per hour. The public will have the option using the mobile app on their hand held devices and paying through debit/credit cards at the kiosks. There will be 30 minutes of grace time on each ticket, in the parking lots. On Main Street, the meters will continue to have a 10 minute grace period before ticketing. Jennifer Alexander stated all of the revenue made with parking goes directly into the general fund not the parking department or any other department within the city. Linda Bower and Pamela Steele both business owners would like to see “free” parking on Saturdays only when using the parking lots. This would be an asset in bringing retail business into downtown Middletown. Gary Nagler from the Inn at Middletown would like to see a parking garage/facility for the Inn. The DBD will be inviting the rep to our Wednesday, July 22nd meeting for a brief presentation on how the new app is going to work. This will be a positive experience for both retailers and restaurant owners, in parking downtown.

Chamber of Commerce – Cathy Duncan

Tom Burns will be taking over as chairman of the CBB Meetings starting July 1st.

The car cruise night went very well. The following events will be taking place:

- Celtic Cavern - Grand re-opening, Wednesday, July 1st
- Citizen’s Bank 5K Summer Fun Run – Wednesday, July 22nd
- Women in Business Conference 2015 – Crown Plaza Hotel, Wednesday July 22nd
- MBA Women’s Alliance Summer Stroll – Thursday, June 25th

Chair Update – Diane Gervais

- Guides: Press release was done; we have only had a couple of applicants to date.
 - By-Laws: Have made copies for each commissioner, please review and make suggested changes, to be discussed at next meeting.
 - Gift Cards: continuing to sell, Hospital is purchasing some fairly regularly.
 - Beautification: Planters being kept up and replaced as needed, watered etc.
 - Marketing: Commercials done - will be previewed Thursday at 10am, anyone welcome to come and see.
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- Motion to adjourn by Jen Alexander
 - 2nd by Mike DiPiro
 - Approved